

**WHAT IS CLAIMED IS:**

1. A video/audio display system for providing information and entertainment to one or more individuals positioned in vicinity of fuel dispenser pumps at a site comprising

electronic video display means having a screen for displaying images of the information and entertainment at a predetermined brightness arranged to be seen by each of the one or more individuals at the array of fuel dispenser pumps,

video control means for modifying said predetermined brightness dependent on existing light conditions at the site,

audio delivery means for generating audio outputs of a predetermined level to the one or more individuals in conjunction with the information and entertainment displayed on the screen,

audio control means for adjusting the volume level of said audio outputs in response to the level of ambient noise at the site, and

said screen being positioned to be seen by the one or more individuals being positioned with in at least a horizontal angle of 120° with respect to the images displayed by the screen.

2. The video/audio display system according to Claim 1 wherein said video control means provides at least three modes of brightness of said screen.

3. The video/audio display system according to Claim 2 wherein said at least three modes of brightness provided by said video control means is dependent are determined for brightness respectively for nighttime conditions light conditions, normal sunlight midday conditions and critical light conditions of a brightness between said nighttime conditions and said normal light

conditions.

4. The video/audio display system according to Claim 3 wherein said video control means provides in the range of 5, 000 nits of brightness on said screen during said normal conditions, 3,000 NITS of brightness on said screen during said nighttime light conditions and 7,500 NITS of light during said critical light conditions.

5. The video/audio display system according to Claim 4 wherein said critical light conditions during sunlight conditions at the site have a duration of approximately 16% to 25% of a twenty four hour day.

6. The video/audio display system according to Claim 1 wherein said electronic video display means has an LED screen.

7. The video/audio display system according to Claim 6 herein said LED screen has a resolution of at least 14,000 pixels.

8. The video/audio display system according to Claim 7 further including means electronically to enhance said resolution to at least 85,000 pixels.

9. The video/audio display system according to Claim 1 wherein said screen can be viewed a vertical angle of 40%.

10. The video/audio display system according to Claim 1 wherein said electronic video display means is connected a satellite dish mounted at the site to provide said images and said audio outputs, said satellite receiving a broadcast quality signal from a satellite, said signal being transmitted to the satellite from a remote generation location.

11. The video/audio display system according to Claim 1 wherein said site includes a video monitor for displaying said images to at least some of said one or more individuals and to other individuals than said one or more individuals.

12. The video/audio display system according to Claim 1 wherein said audio delivery means includes audio speaker means being mounted at site in audio proximity of said one or more individuals, said speaker means being connected to volume level control means for controlling the level of said audio outputs dependent on ambient noise levels.

13. The video/audio display system according to Claim 12 further including means for blocking the base level of said audio outputs to aid in maintaining the frequency of said audio signals above the ambient noise levels.

14. The video/audio display system according to Claim 12 wherein said volume level control means includes amplifier means for monitoring the ambient noise levels at the site and maintaining a decibel level of said audio outputs above the ambient noise levels

15. The video/audio display system according to Claim 14 wherein said amplifier means maintains said decibel level at a level of approximately between 7 and 10 decibels above the ambient noise levels at the site.

16. The video/audio display system according to Claim 14 wherein said amplifier means includes a microphone, said microphone being a directional microphone to detect ambient noise levels at relatively greater distances and an omni-directional microphone to detect ambient noise conditions at a closer proximity than said greater distances.

17. A video/audio display system for providing information and entertainment to one or more individuals positioned in vicinity of fuel dispenser pumps at a site comprising

electronic video display means having a screen for displaying images of the information and entertainment at a predetermined brightness arranged to be seen by each of the one or more individuals at the array of fuel dispenser pumps,

video control means for modifying said predetermined brightness dependent on existing light conditions at the site,

audio delivery means for generating audio outputs of a predetermined level to the one or more individuals in conjunction with the information and entertainment displayed on the screen, and

audio control means for adjusting the volume level of said audio outputs in response to the level of ambient noise at the site.

18. A method of providing visual and audio information and entertainment to a plurality of customers situated at petroleum dispensing pumps at a petroleum outlet site comprising the steps of

providing an array of petroleum dispensing pumps at the outlet site to allow customers to obtain petroleum for their respective vehicles,

mounting a video screen displaying the visual images of the information and entertainment at a position optimally situated to be viewed by the customers and other individuals at said array of petroleum dispensing pumps within a horizontal viewing angle of at least  $120^{\circ}$  with respect to the front of the video screen, and

situating audio speakers adjacent to the petroleum dispensing pumps to provide audio portion of the information and entertainment being displayed on the screen at audio levels above ambient noise levels.

19. The method of providing visual and audio advertisements and information according to Claim 18 further comprising the step of adjusting the brightness of said video screen in accordance with light conditions at said outlet site.

20. The method of providing visual and audio advertisements and information according to Claim 19 further comprising the step of maintaining said audio output at least seven decibels above ambient noise levels.

21. The method of providing visual and audio advertisements and information according to Claim 18 wherein said array of pumps include at least two rows of pumps situated at right angles to each other, said video screen being positioned between said perpendicularly arranged pumps.

22. The method of providing visual and audio advertisements and information according to Claim 18 wherein said array of pumps are angularly arranged along generally parallel axes in front of a convenience store, said video screen being positioned adjacent the convenience store on a side at which said parallel axes generally extend.

23. The method of providing visual and audio advertisements and information according to Claim 18 wherein said array of pumps are arranged along generally parallel axes on both sides of a convenience store, said video screen being positioned in front of said rows to be viewed.